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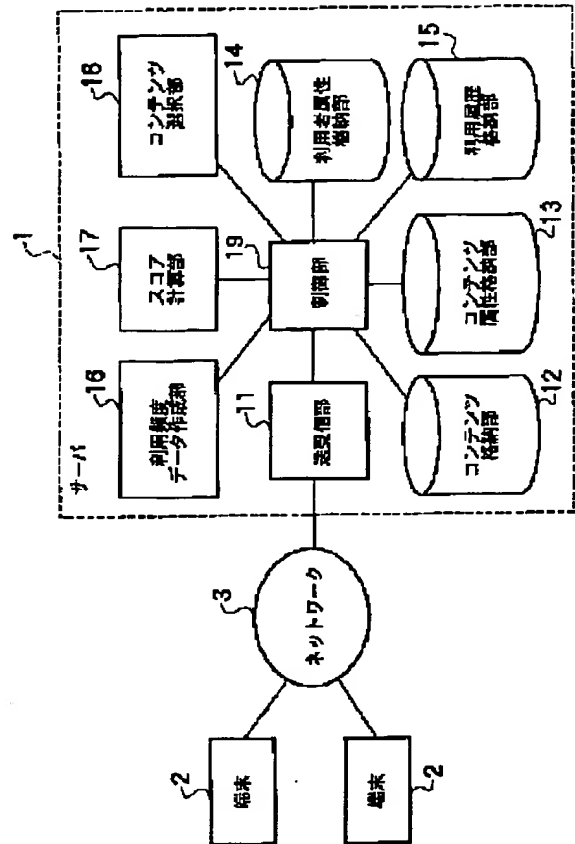
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APPLICANT : VICTOR CO OF JAPAN LTD;

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TITLE : INFORMATION PROVISION SYSTEM
AND INFORMATION PROVISION
METHOD



ABSTRACT : PROBLEM TO BE SOLVED: To provide information matched with the preference of a user individual.

SOLUTION: The utilization frequency data preparation part 16 of a server 1 forms utilization frequency data for indicating the utilization frequency for each of contents of each user based on contents identification information and user identification information stored in a utilization history storage part 15. A score calculation part 17 arranges each of the users and each of the contents inside an information space based on the similarity based on the utilization frequency data. A contents selection part 18 selects the contents provided with a score whose difference from the score is small based on the calculated result of the score calculation part 17. Then, a control part 19 reads the contents identification information corresponding to the contents selected by the contents selection part 18 and the attribute information of the contents from a contents attribute storage part 13 and controls transmission to the side of terminal equipment 2.

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